

# Italy

## Key indicators

Population (millions), 2006 .....	58.1
Surface area (1,000 square kilometers) .....	301.3
Gross domestic product (US\$ billions), 2006 .....	1,852.6
Gross domestic product (PPP, US\$) per capita, 2006 .....	31,051
Real GDP growth (percent), 2006 .....	1.9

Source: World Bank, *World Development Indicators Online Database* (December 2007); IMF, *World Economic Outlook Database* (October 2007 edition); national sources

## Travel & Tourism indicators

### T&T Industry, 2007 estimates

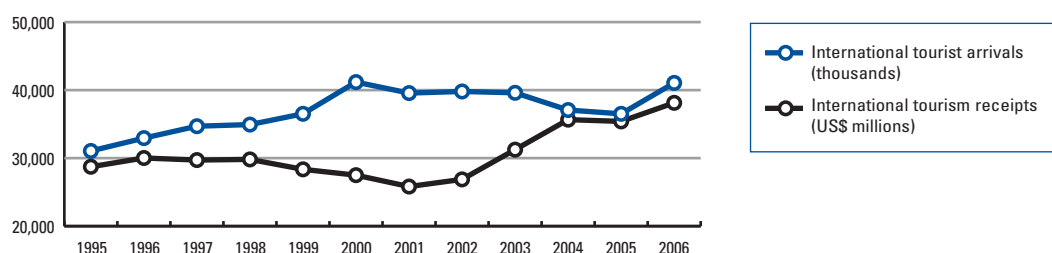
	Percent of total	2008–2017 annual growth (% forecast)
GDP (US\$ millions) .....	4.2	1.1
Employment (1,000 jobs) .....	4.6	0.5

### T&T economy, 2007 estimates

GDP (US\$ millions) .....	10.2	1.3
Employment (1,000 jobs) .....	11.5	0.6

Source: World Travel & Tourism Council, TSA Research 2007

International tourist arrivals (thousands), 2006 .....	41,058
International tourism receipts (US\$ millions), 2006 .....	38,129



Source: United Nations World Tourism Organization

## Travel & Tourism Competitiveness Index

	Rank (out of 130)	Score (1–7 scale)
<b>2008 Index</b> .....	<b>28</b>	<b>4.8</b>
<b>T&amp;T regulatory framework</b> .....	<b>41</b>	<b>5.0</b>
Policy rules and regulations .....	57	4.4
Environmental sustainability .....	39	4.9
Safety and security .....	81	4.8
Health and hygiene .....	19	6.3
Prioritization of Travel & Tourism .....	46	4.6
<b>T&amp;T business environment and infrastructure</b> .....	<b>24</b>	<b>4.8</b>
Air transport infrastructure .....	26	4.4
Ground transport infrastructure .....	40	4.5
Tourism infrastructure .....	4	6.9
ICT infrastructure .....	25	4.6
Price competitiveness in the T&T industry .....	124	3.5
<b>T&amp;T human, cultural, and natural resources</b> .....	<b>15</b>	<b>4.7</b>
Human resources .....	39	5.2
Education and training .....	35	5.1
Availability of qualified labor .....	55	5.3
Affinity for Travel & Tourism .....	67	4.8
Natural resources .....	60	3.2
Cultural resources .....	8	5.8

Note: For descriptions of variables and detailed sources, please refer to "How to the Read Country/Economy Profiles."

## The Travel &amp; Tourism Competitiveness Index in detail

■ Competitive Advantage
■ Competitive Disadvantage

INDICATOR	RANK/130	INDICATOR	RANK/130
<b>1st pillar: Policy rules and regulations</b>		<b>8th pillar: Tourism infrastructure</b>	
1.01	Prevalence of foreign ownership .....102... <span style="color: #808080;">■</span>	8.01	Hotel rooms* .....9... <span style="color: #0056b3;">■</span>
1.02	Property rights .....53... <span style="color: #808080;">■</span>	8.02	Presence of major car rental companies* .....1... <span style="color: #0056b3;">■</span>
1.03	Business impact of rules on FDI .....109... <span style="color: #808080;">■</span>	8.03	ATMs accepting Visa cards* .....15... <span style="color: #0056b3;">■</span>
1.04	Visa requirements* .....30... <span style="color: #808080;">■</span>	<b>9th pillar: ICT infrastructure</b>	
1.05	Openness of bilateral Air Service Agreements* .....28... <span style="color: #808080;">■</span>	9.01	Extent of business Internet use .....55... <span style="color: #808080;">■</span>
1.06	Transparency of government policymaking .....108... <span style="color: #808080;">■</span>	9.02	Internet users* .....22... <span style="color: #0056b3;">■</span>
1.07	Time required to start a business* .....24... <span style="color: #0056b3;">■</span>	9.03	Telephone lines* .....25... <span style="color: #0056b3;">■</span>
1.08	Cost to start a business* .....70... <span style="color: #808080;">■</span>	9.04	Broadband Internet subscribers* .....25... <span style="color: #0056b3;">■</span>
<b>2nd pillar: Environmental sustainability</b>		9.05	Mobile telephone subscribers* .....6... <span style="color: #0056b3;">■</span>
2.01	Stringency of environmental regulation .....33... <span style="color: #808080;">■</span>	<b>10th pillar: Price competitiveness in the T&amp;T industry</b>	
2.02	Enforcement of environmental regulation .....46... <span style="color: #808080;">■</span>	10.01	Ticket taxes and airport charges* .....29... <span style="color: #808080;">■</span>
2.03	Sustainability of T&T industry development .....113... <span style="color: #808080;">■</span>	10.02	Purchasing power parity* .....107... <span style="color: #808080;">■</span>
2.04	Carbon dioxide emissions* .....91... <span style="color: #808080;">■</span>	10.03	Extent and effect of taxation .....126... <span style="color: #808080;">■</span>
2.05	Particulate matter concentration* .....36... <span style="color: #808080;">■</span>	10.04	Fuel price levels* .....124... <span style="color: #808080;">■</span>
2.06	Threatened species* .....62... <span style="color: #808080;">■</span>	10.05	Hotel price index* .....106... <span style="color: #808080;">■</span>
2.07	Environmental treaty ratification* .....18... <span style="color: #0056b3;">■</span>	<b>11th pillar: Human resources</b>	
<b>3rd pillar: Safety and security</b>		11.01	Primary education enrollment* .....13... <span style="color: #0056b3;">■</span>
3.01	Business costs of terrorism .....86... <span style="color: #808080;">■</span>	11.02	2ndary education enrollment* .....28... <span style="color: #808080;">■</span>
3.02	Reliability of police services .....42... <span style="color: #808080;">■</span>	11.03	Quality of the educational system .....77... <span style="color: #808080;">■</span>
3.03	Business costs of crime and violence .....66... <span style="color: #808080;">■</span>	11.04	Local availability of research and training services .....28... <span style="color: #808080;">■</span>
3.04	Road traffic accidents* .....104... <span style="color: #808080;">■</span>	11.05	Extent of staff training .....80... <span style="color: #808080;">■</span>
<b>4th pillar: Health and hygiene</b>		11.06	Hiring and firing practices .....127... <span style="color: #808080;">■</span>
4.01	Physician density* .....3... <span style="color: #0056b3;">■</span>	11.07	Ease of hiring foreign labor .....29... <span style="color: #808080;">■</span>
4.02	Access to improved sanitation* .....1... <span style="color: #0056b3;">■</span>	11.08	HIV prevalence* .....76... <span style="color: #808080;">■</span>
4.03	Access to improved drinking water* .....1... <span style="color: #0056b3;">■</span>	11.09	Business impact of HIV/AIDS .....21... <span style="color: #0056b3;">■</span>
4.04	Hospital beds* .....45... <span style="color: #808080;">■</span>	11.10	Life expectancy* .....8... <span style="color: #0056b3;">■</span>
<b>5th pillar: Prioritization of Travel &amp; Tourism</b>		<b>12th pillar: Affinity for Travel &amp; Tourism</b>	
5.01	Government prioritization of the T&T industry .....97... <span style="color: #808080;">■</span>	12.01	Tourism openness* .....89... <span style="color: #808080;">■</span>
5.02	T&T government expenditure* .....57... <span style="color: #808080;">■</span>	12.02	Attitude of population toward foreign visitors .....76... <span style="color: #808080;">■</span>
5.03	Effectiveness of marketing and branding .....103... <span style="color: #808080;">■</span>	12.03	Extension of business trips recommended .....20... <span style="color: #0056b3;">■</span>
5.04	T&T fair attendance* .....3... <span style="color: #0056b3;">■</span>	<b>13th pillar: Natural resources</b>	
<b>6th pillar: Air transport infrastructure</b>		13.01	Number of World Heritage natural sites* .....39... <span style="color: #808080;">■</span>
6.01	Quality of air transport infrastructure .....71... <span style="color: #808080;">■</span>	13.02	Nationally protected areas* .....50... <span style="color: #808080;">■</span>
6.02	Available seat kilometers* .....11... <span style="color: #0056b3;">■</span>	13.03	Quality of the natural environment .....76... <span style="color: #808080;">■</span>
6.03	Departures per 1,000 population* .....39... <span style="color: #808080;">■</span>	13.04	Total known species* .....64... <span style="color: #808080;">■</span>
6.04	Airport density* .....65... <span style="color: #808080;">■</span>	<b>14th pillar: Cultural resources</b>	
6.05	Number of operating airlines* .....5... <span style="color: #0056b3;">■</span>	14.01	Number of World Heritage cultural sites* .....1... <span style="color: #0056b3;">■</span>
6.06	International air transport network .....73... <span style="color: #808080;">■</span>	14.02	Sports stadiums* .....37... <span style="color: #808080;">■</span>
<b>7th pillar: Ground transport infrastructure</b>		14.03	Number of international fairs and exhibitions* .....6... <span style="color: #0056b3;">■</span>
7.01	Quality of roads .....51... <span style="color: #808080;">■</span>		
7.02	Quality of railroad infrastructure .....52... <span style="color: #808080;">■</span>		
7.03	Quality of port infrastructure .....97... <span style="color: #808080;">■</span>		
7.04	Quality of domestic transport network .....70... <span style="color: #808080;">■</span>		
7.05	Road density* .....14... <span style="color: #0056b3;">■</span>		

\* Hard data

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.